

# ORDER



**Orders**  
**Order / Rev:** 723070  
**Alt Order #:** 06381412  
**Product Desc:** NRCC IE  
**Estimate:** 3426  
**Flight Dates:** 10/25/12 - 11/06/12  
**Original Date / Rev:** 11/05/12 / 11/05/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** NRCC-IE  
**Demographic:** A35-64  
**Product Codes:** IS-Issue/Non Ballot,IS-Candidate/US  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$40,600.00	\$34,510.00
10/29/12	11/06/12	39	\$74,600.00	\$63,410.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$40,600.00	\$34,510.00	0.00
November 2012	39	\$74,600.00	\$63,410.00	0.00
<b>Totals</b>	<b>51</b>	<b>\$115,200.00</b>	<b>\$97,920.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	22%	\$115,200.00
Market	100%	\$523,636.36

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$94,254.55
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	20%	\$104,727.27
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	38%	\$198,981.82
WFTC	2%	\$10,472.73

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Advertiser: NRCC-IE  
 Product Desc: NRCC IE  
 Estimate: 3426

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/26/12	10/26/12	M-F 10-1035p KARE News 10p	CM	10-1035p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$3,500.00		0.00				
2	KARE	10/26/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$1,300.00		0.00				
	Week:	10/29/12	11/04/12	----F--		1			\$1,300.00		0.00				
3	KARE	10/26/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$2,500.00		0.00				
	Week:	10/29/12	11/04/12	----F--		1			\$2,500.00		0.00				
4	KARE	10/26/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$1,300.00		0.00				
	Week:	10/29/12	11/04/12	----F--		1			\$1,300.00		0.00				
5	KARE	10/26/12	11/02/12	Today Show Today Show	CM	7-9a	----F--	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$1,200.00		0.00				
	Week:	10/29/12	11/04/12	----F--		1			\$1,200.00		0.00				
6	KARE	10/26/12	11/02/12	Fri Prime DATELINE	CM	8-9P (8:00 PM-9:00 PM)	----F--	:30	1	\$2,100.00	P-2	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$2,100.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/22/12-10/28/12	Fri Prime		8-9P	(8:00 PM-9:00 PM)----F--	:30		\$2,100.00		0.00	NM		
		Week:	10/29/12	11/04/12	----F--		1		\$2,100.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KARE	10/29/12-11/04/12	Fri Prime		8-9P	(8:00 PM-9:00 PM)----F--	:30		\$2,100.00		0.00	NM		
7	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$3,500.00		0.00				
8	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$1,300.00		0.00				
9	KARE	11/05/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$2,000.00		0.00				
10	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$2,500.00		0.00				
11	KARE	10/29/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		1			\$1,300.00		0.00				
	Week:	11/05/12	11/11/12	M-----		1			\$1,300.00		0.00				
12	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$3,000.00		0.00				
13	KARE	10/29/12	11/05/12		CM	7-9a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show															
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
14	KARE	11/03/12	11/03/12	Notre Dame Football	CM	228P-6P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Notre Dame Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
15	KARE	10/27/12	11/03/12	Sat 5-530p	CM	5-530P	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
KARE 11 5 News Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KARE	10/29/12-11/04/12		Notre Dame Football		5-530P	-----Sa--	:30		\$1,000.00		0.00	NM		
16	KARE	10/27/12	11/03/12	Sat 6-630p	CM	6-630P	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
KARE 11 6 News Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$1,500.00		0.00			
N17	KARE	10/27/12	11/03/12	Sat 630-7p	CM	Sat 630-7p	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
MN Bound															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,100.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KARE	10/29/12-11/04/12		Sat 630-7p		Sat 630-7p	-----Sa--	:30		<del>(\$1,100.00)</del>		0.00	NM		
Credited															
18	KARE	10/27/12	11/03/12	Sat 8-10a	CM	8-10a	-----S-	:30	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
KARE 11 Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$900.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$900.00		0.00			
19	KARE	10/28/12	11/04/12	Sun 5-530p	CM	5-530P	-----S	:30	1	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
KARE 11 5 News Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,700.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$1,700.00		0.00			
20	KARE	11/04/12	11/04/12	NFL Regular Season Football	CM	715-1030P	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
NFL Regular Season Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$9,000.00		0.00			
21	KARE	10/29/12	10/29/12	M-F 10-1035p	CM	10-1035P	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
KARE News 10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,500.00		0.00			
22	KARE	11/01/12	11/01/12	Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,300.00		0.00			
23	KARE	11/01/12	11/01/12	M-F 430-5p	CM	430-5P	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,000.00		0.00			
24	KARE	11/01/12	11/01/12	M-F 6-630p	CM	6-630p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
KARE 11 6 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,500.00		0.00			
		11/01/12			CM				1		P-2	0.00	NM	1	\$1,300.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	KARE	11/01/12		M-F 6-7a KARE 11 Sunrise M-F		6-7a	---T---	:30		\$1,300.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$1,300.00		0.00			
26	KARE	11/01/12	11/01/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$3,000.00		0.00			
27	KARE	11/01/12	11/01/12	Today Show Today Show	CM	7-9a	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$1,200.00		0.00			
28	KARE	10/30/12	10/30/12	M-F 10-1035p KARE News 10p	CM	10-1035P	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$3,500.00		0.00			
29	KARE	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$1,300.00		0.00			
30	KARE	10/30/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$1,300.00		0.00			
		Week: 11/05/12	11/11/12	-T-----		1				\$1,300.00		0.00			
31	KARE	10/30/12	11/06/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	-T-----		1				\$1,200.00		0.00			
32	KARE	10/31/12	10/31/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$3,500.00		0.00			
33	KARE	10/31/12	10/31/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$2,500.00		0.00			
34	KARE	10/31/12	10/31/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$1,300.00		0.00			
35	KARE	10/31/12	10/31/12	Today Show Today Show	CM	7-9a	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$1,200.00		0.00			
36	KARE	10/25/12	10/25/12	Vikings Regular Season Viking Regular Season	CM	658P-1030P	---T---	:30	1	\$22,500.00	P-2	0.00	NM	1	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$22,500.00		0.00			
N37	KARE	11/04/12	11/04/12	Entertainment Tonight Entertainment Tonight	CM	Entertainment Ton	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$700.00		0.00			
N38	KARE	11/04/12	11/04/12	KARE News (Sun repeat) KARE News (repeat)	CM	KARE News (repe	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$400.00		0.00			

